



COOLCALIFORNIA  
**CHALLENGE**

# CoolCalifornia City Challenge Awards

June 27, 2013

# AB 32 and Voluntary Action



*“The greenhouse gas emission reductions required under AB 32 cannot be realized without the active participation of the people of California.”*

- AB 32 Scoping Plan

# CoolCalifornia.org

Simple steps for a sustainable future

The CoolCalifornia.org website includes various tools to inspire climate action

- \* Carbon Footprint Calculators
- \* Toolkits by Audience Type
- \* Access to Funding Opportunities for Sustainable Projects



# Carbon Footprint Calculators

## Households

The interface features a top navigation bar with icons for Intro, Travel, Housing, Food, Shopping, and Take Action. The main section is titled "Start with a quick footprint estimate" and includes a location selection area with tabs for Zipcode, City, County, and State, and a text input field labeled "Type your location". Below this are two questions: "How Many people live in your household?" with a dropdown menu set to "Average", and "What is your gross annual household income?" with a dropdown menu set to "Average". At the bottom, it shows "United States" and a "Total" carbon footprint of "48.5". A small bar chart at the bottom left shows "Air Travel" and "Construction" as contributing factors.

Intro Travel Housing Food Shopping Take Action

Start with a quick footprint estimate

Zipcode City County State

Type your location

How Many people live in your household?  
Average

What is your gross annual household income?  
Average

United States

Total  
48.5

Air Travel Construction

## Small Businesses

The interface features a top navigation bar with icons for Introduction, Transportation, Facilities, Procurement, Summary, and Take Action. The main section is titled "Start with a quick footprint estimate" and includes a list of six steps: 1. Select nearest location: CA: California Average; 2. Sector/Industry: Select; 3. Number of facilities: 1; 4. Number of employees: 6; 5. Annual revenues: 1475000; 6. Square feet of facilities: 6600. At the bottom, it shows a "Baseline Carbon Footprint: 101 metric tons CO2e/yr".

INTRODUCTION TRANSPORTATION FACILITIES PROCUREMENT SUMMARY TAKE ACTION

Start with a quick footprint estimate

1. Select nearest location: CA: California Average

2. Sector/Industry: Select

3. Number of facilities: 1

4. Number of employees: 6

5. Annual revenues: 1475000

6. Square feet of facilities: 6600

Baseline Carbon Footprint: 101  
metric tons CO2e/yr

# Climate Action Planning for Local Governments

## Resources

- \* Inventory GHG Emissions
- \* Adopt a Target
- \* Develop Climate Action Plan
- \* Implement Policies
- \* Monitor and Track Progress
- \* Recognize Achievement



# Access to Funding Opportunities

Find grants, incentives,  
and rebates for  
sustainable projects

Tool Development Partners include:



*THE  
Strategic Growth Council*



# Inspire Change and Receive Recognition

## Success Stories

- \* Cities, Counties, and Districts
- \* Schools
- \* Small Businesses
- \* Individuals



## Small Business Awards



# CoolCalifornia Challenge Objectives

- \* Evaluate effectiveness of city-to-city competition for encouraging reductions
- \* Quantify the household GHG reductions that result



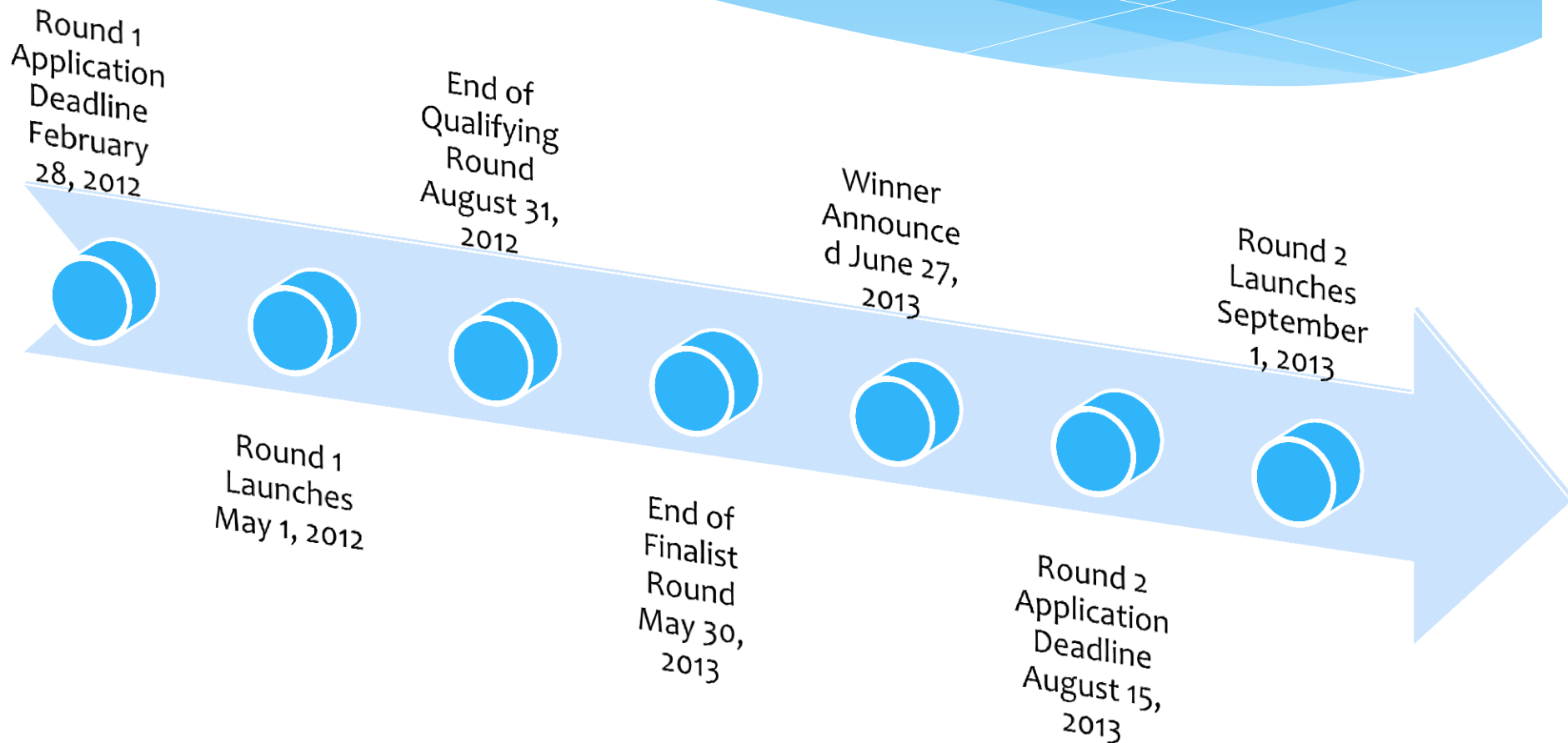
# Local Government Leadership



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# Challenge Milestones



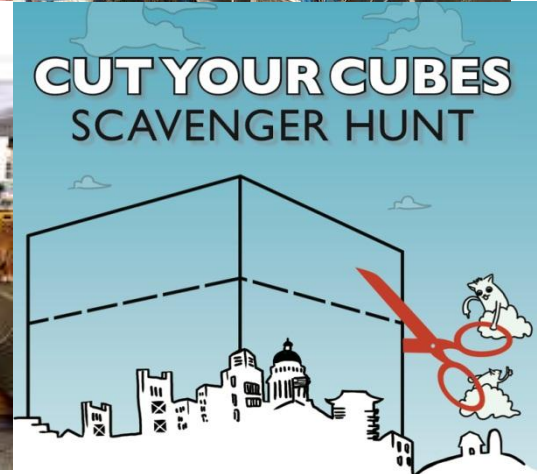
# Who took the Challenge?



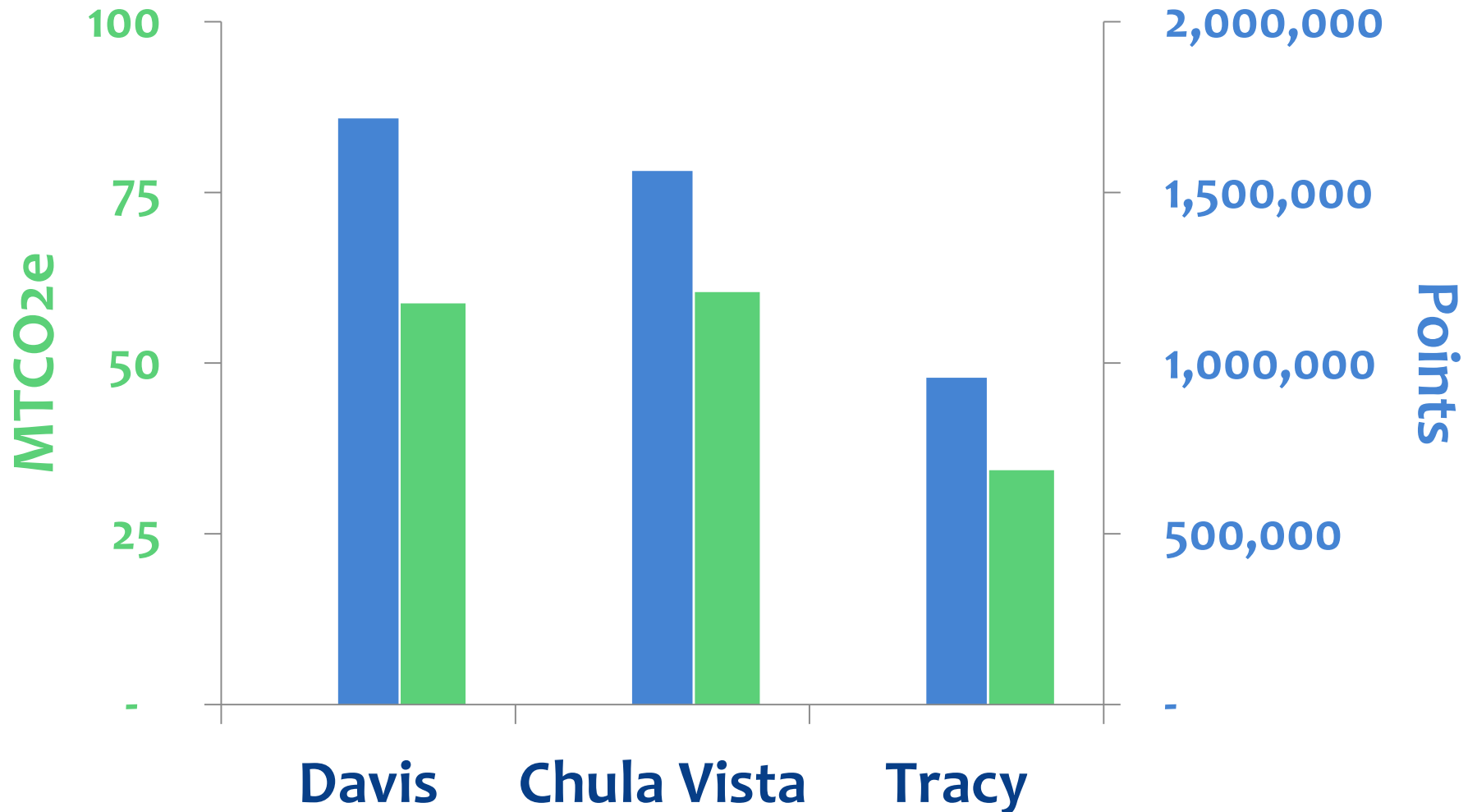
**Local leaders  
paving the way  
for  
sustainability**



# Local Engagement



# Measurable Results



# Challenge Research



- \* Surveys collect demographic and socioeconomic info, plus attitudes and motivations for participating
- \* Results will inform design of future voluntary programs and promote community capacity-building to tackle climate change

# 2013 CoolCalifornia Challenge Winners



- \* City of Davis –  
“Coolest California City”
- \* City of Chula Vista –  
“Cool California City”
- \* City of Tracy – “Cool  
California City”





# City of Davis

## Mayor Joe Krovoza



- \* Community engagement is a cornerstone of Davis' Climate Action Plan
- \* 439 households participated
- \* 1,716,247 points  $\approx$  59 MTCO<sub>2</sub>e reduced



# City of Chula Vista

## Deputy Mayor Pamela Bensoussan



- \* Unified sustainability efforts under the Challenge “umbrella”
- \* 686 households participated
- \* 1,562,752 points  $\approx$  60 MTCO<sub>2</sub>e reduced

# City of Tracy

## Planning Commission Chair Rhodesia Ransom



- \* Engaged local residents in Sustainability Action Plan
- \* 381 households participated
- \* 956,909 points  $\approx$  35 MTCO<sub>2</sub>e reduced

# Thank you to all participants!

- \*Chula Vista
- \*Citrus Heights
- \*Davis
- \*Pittsburg
- \*Pleasanton
- \*Sacramento
- \*San Jose
- \*Tracy



# Join the Challenge!

